



# Impaired Riding

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# Motorcycle Safety

## Impaired Riding

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- **Alcohol**

- Alcohol affects those skills essential to operating a motorcycle – balance and coordination. So it plays a particularly big role in motorcycle fatalities.
- In 2005, 27% percent of all fatally injured motorcycle operators had BAC levels of .08 or higher. An additional 7 percent had lower alcohol levels (BAC .01 to .07).

# Motorcycle Safety

## Impaired Riding

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- **Alcohol**

- Forty-one percent of motorcycle operators who died in single-vehicle crashes in 2005 had BAC levels of .08 or higher.
- The age groups 30 to 39 and 40 to 49 are those with the highest rates of alcohol involvement for motorcycle operators in fatal crashes.
- Impaired (BAC .08 or higher) operators as a proportion of all operators involved in fatal crashes has declined from 32% in 2000 to 27% in 2005.

# Research

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- DWI Detection Cues
- Focus Groups
- Determine Motorcycle Impairment at Different BAC Levels
- Crash Causation Study

# DWI Detection Cues

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- Study to determine behavioral cues associated with impaired riding
- Interviewed law enforcement officers, researched arrest reports and conducted three field studies

# DWI Detection Cues

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- Resulted in a set of 14 behavioral cues associated with impaired riding
- Booklet, pocket guide and training video available
- Part of SFST training

# Focus Groups

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- In 2002 conducted 20 motorcycle focus groups to identify effective prevention and intervention approaches to reduce impaired riding
- Included motorcyclists and leaders in community
- Held in WI, CA, FL, CO and DC

# Focus Group Findings

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- Riders
  - Ride to experience open road, unwind, be member of group
  - Drinking and riding circumstances include poker runs, rallies, bars
  - Strongly opposed to setting of lower BAC limit
  - Concern for safety and security of motorcycle overshadows concern for individual safety



# Focus Group Findings

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- Riders
  - Discourage peers from riding after drinking but strong belief in “individual responsibility” set boundaries for peer action
  - Consider traditional countermeasures for drinking and riding such as fines and license suspension unpersuasive.
  - Motorcycle impoundment and court-ordered payment of costs for vehicle storage, rehabilitation programs, etc., were considered persuasive.

# Focus Group Findings

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- Leaders
  - Identified legal and political barriers to concept of a lower BAC limit for motorcyclists
  - Identified approaches based on social norms as potentially promising
  - Encouraged widespread training of law enforcement on DWI Detection Cues
  - Renew emphasis on motorcycle safety within highway safety programs

# Study to Determine Motorcycle Impairment at Different BAC Levels

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- The objective of this study is to determine the impairing effects of alcohol on rider skills at different BAC levels.
- Being conducted at University of MN

# Method

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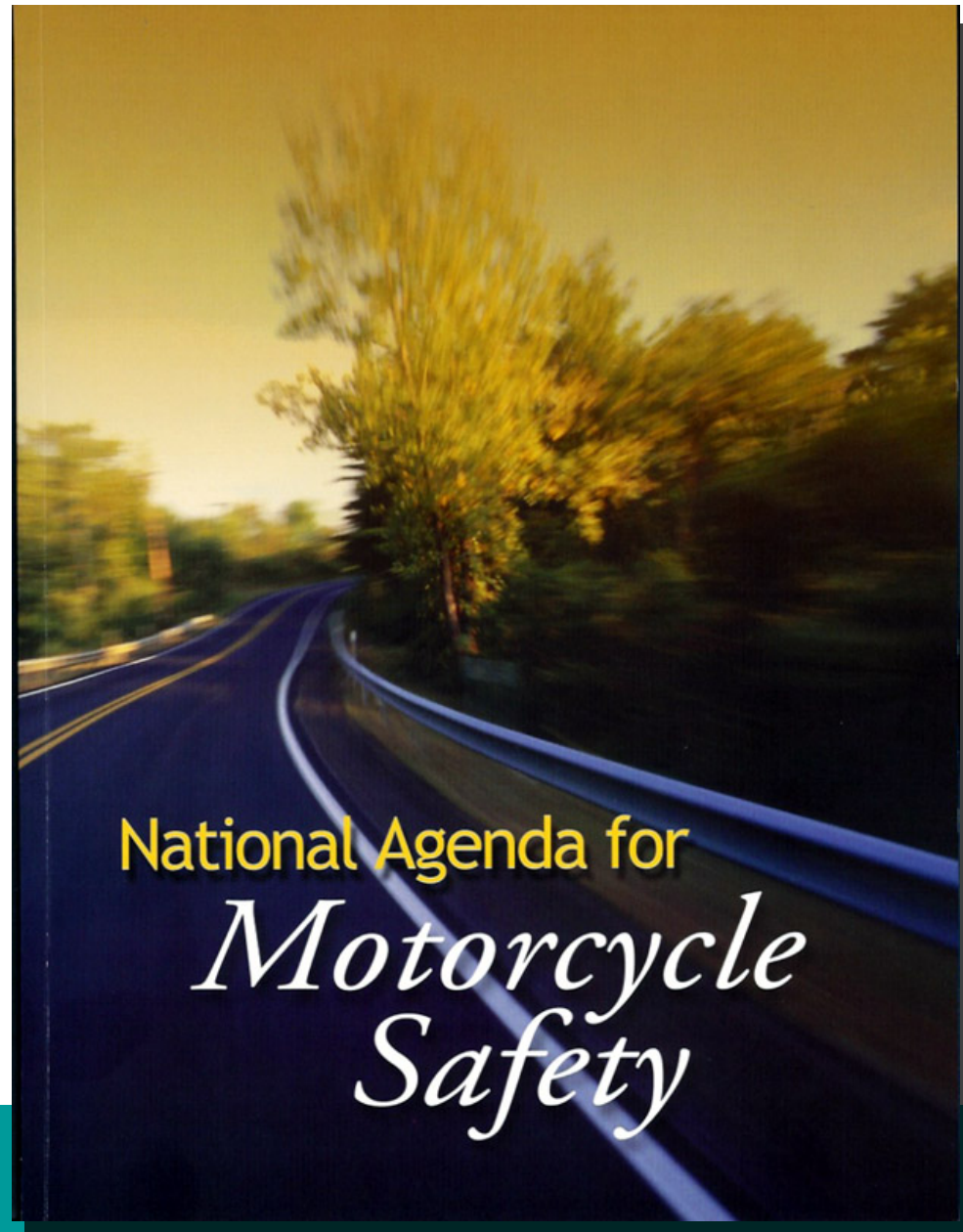
- Subjects
  - 54 male test subjects; 6 male control subjects
  - Riding experience: 5 years or more
  - Drinking experience: had to report drinking at least once a week with approximately 2 or 3 drinks per session
  - Dosing subjects in experimental group
    - .0, .02, .05, .08 BAC
- Testing
  - Swerve
  - Curve Stopping
  - Balance
- Testing completed in August
- Data analysis under way
- Final report expected Spring 2007

# Crash Causation Study

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- Collect alcohol breath samples from all drivers and riders in crashes sampled
- Ask about drinking patterns.
- Ask about prescription drug use
- Ask about fatigue
- Acquire these same data from matched control drivers and riders

- NHTSA/MSF worked with motorcycle community to create the National Agenda
- Implementation Guide to be released in 2006



# Education Programs

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- AMA/NHTSA Ride Straight Campaign
- Riders Helping Riders
- Impaired Riding Demonstration Program
- MSF Riding Straight Module and communication materials
- State Programs

# Ride Straight Campaign

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- Educational campaign developed by AMA in partnership with NHTSA





# Riders Helping Riders

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- Following recommendation from focus groups
- NHTSA developed program to increase rider awareness of problems associated with drinking and riding and also to teach intervention strategies to riders to prevent others from riding after they have been drinking
- Pilot Testing in GA just completed
- Release in Spring 2007

# Impaired Riding Demonstration Project

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- Demonstration project being conducted in two counties in Wisconsin
- Goal is to demonstrate effectiveness of comprehensive program to reduce impaired riding that could be duplicated in other states and localities.
- Project includes education, enforcement and partnership with motorcycle dealers, community coalitions, and local taverns
- Scheduled to be completed in September 2008

# MSF Riding Straight Program

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Riding Straight  
Module and  
communication  
materials



# State Programs

- A number of States have educational and law enforcement programs addressing impaired riding including CT, MN



You drink.

You ride.

You crash.

You die.

Your brother-in-law  
gets your bike.

Bummer.



Live to ride.



Fund for by the motorcycle clubs of Minnesota Visit our Web site at <http://www.mnmotorcycle.org>

# Rider Organization Programs

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- A variety of rider groups prohibit alcohol at events including GWRRA and some H.O.G. and ABATE chapters

# Impaired Motorcycle Riding Study

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- Requested in SAFETEA-LU
- Study on educational, public information and other activities targeted at reducing motorcycle crashes, fatalities and injuries where the motorcycle operator is impaired
- Present data and recommendations to reduce the incidence of impaired riding
- Release August 2007